



YOUR JOURNEY. YOUR BATTLE. YOUR VICTORY!

www.foodfitnessdc.com

YOUR FIRST 20 LBS

The Framework I Used When I Had 100+ Lbs to Lose

A FREE GUIDE FROM COACH RON | FOOD FITNESS DC

A NOTE FROM COACH RON

I was 408 pounds. Not 50 pounds overweight. Not 'I need to get back in shape.' Four hundred and eight pounds. I know what it feels like to look at advice online and feel like none of it was written for you. Because it wasn't.

Most fitness content is built for people who need to lose 20 or 30 pounds. If you're carrying 100 or more, the targets are wrong, the timelines are wrong, and the mindset framing is wrong. I know because I tried all of it.

I've lost 93 pounds so far. I'm still going. This guide is the framework I built from the ground up for people who are exactly where I was. No fluff. No shortcuts. Just what actually works when the weight is real.

"The goal is not to transform overnight. The goal is to stop starting over."

THE TRUTH NOBODY TELLS YOU

When you have over 100 pounds to lose, the first 20 are the most important. Not because they make the biggest visual difference. But because they build the identity. They prove to you that this time is different.

Most people fail in the first 20 because they treat it like a sprint. They go too hard, too fast, cut too much, and burn out before the results are visible. This framework is built to get you through that window without quitting.

THE FRAMEWORK: 5 STEPS TO YOUR FIRST 20 LBS

1

GET YOUR BASELINE

Before anything else, know your numbers. Weigh yourself once a week, same time, same conditions. Track your food for 7 days without changing anything. You cannot fix what you have not measured.

2

FIX PROTEIN FIRST

Stop trying to overhaul your entire diet at once. Start with one change: hit your protein target every day. Aim for 0.7g per pound of bodyweight. Protein keeps you full, protects muscle, and makes everything else easier.

3

WALK BEFORE YOU RUN. LITERALLY.

Daily walking is not a warm-up activity. It is your foundation. 30 minutes a day burns fat, improves recovery, lowers stress, and builds the consistency habit that makes everything else stick.

4

REMOVE ONE DEMON AT A TIME

You do not have to be perfect. Pick the one habit that is doing the most damage and eliminate it first. Alcohol, late-night eating, skipping meals — one at a time. Compounding small wins beats perfect plans every time.

5

PROTECT YOUR SLEEP

Poor sleep destroys fat loss. It spikes hunger hormones, kills recovery, and makes every workout feel impossible. 7 to 9 hours is not optional. It is part of the program.

WHAT TO EXPECT IN YOUR FIRST 90 DAYS

TIMELINE	WHAT HAPPENS	HOW IT FEELS
Days 1–14	Water weight drops, digestion improves	Motivated but uncertain
Days 15–30	Real fat loss begins, energy improves	Testing your consistency
Days 31–60	Habits becoming automatic, clothes fit differently	This might actually work
Days 61–90	Momentum builds, mindset begins to shift	I am someone who does this

THE DEMON YOU HAVE TO FACE

My brand is called FOOD Fitness DC. It stands for Fighting Off Our Demons. That name is intentional. The weight is not the enemy. The patterns, the beliefs, the stories you tell yourself about why you can't — those are the demons.

The framework above addresses the physical side. But the mental work runs parallel. Every time you show up when you do not feel like it, you are defeating a demon. Every meal you track, every walk you take, every time you choose to keep going instead of starting over — that is the real work.

You do not have to be perfect. You have to be consistent.



YOUR JOURNEY. YOUR BATTLE. YOUR VICTORY!
www.foodfitnessdc.com

READY TO STOP STARTING OVER?

Book a free, no-pressure consultation with Coach Ron.
No pitch. No judgment. Just an honest conversation about
where you are and what your first real step looks like.

DM me directly or visit:

www.foodfitnessdc.com

YOUR JOURNEY. YOUR BATTLE. YOUR VICTORY.